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Rosen College of Hospitality Management  
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Mehmet Altin is an assistant professor in the Department of Hospitality Services - Rosen College of Hospitality Management at the University of Central Florida. His scholarly research focuses on the strategic management and revenue management, performance analytics, and entrepreneurship. The focal point of his research is hospitality businesses and their owners, namely entrepreneurs, in order to formulate and implement various measures to improve their performance. He has recently investigated deployment of various revenue management strategies and performance differences of those strategies. He generally uses quantitative approaches such as econometric and time series models but he also uses mixed methods and techniques as needed.

He has served the community of hospitality and tourism in many ways, including editorial membership, scientific and review committees of conferences, ad-hoc reviews for multiple journals and various memberships in departmental, college and university level committees. While completing his PhD, he was an active member of Business Intelligence Analytics group at the Virginia Tech. He has received the Certificate in Hotel Industry Analytics (CHIA). He is the recipient of the 2013 Pamplin College of Business PhD Scholarship. He also received the 2014 Michael D. Olsen Memorial Graduate Fellowship in strategic management and finance and 2013 annual ICHRIE conference best paper award. Currently, he has eleven accepted papers and two papers under review.

## **EDUCATION**

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|-------|--|------|
| Ph.D. | Virginia Tech, Pamplin College of Business   | 2015 |
|       | Major: Hospitality and Tourism Management  |      |
|       | Dissertation: <i>An Examination of the Link between RM Implementation Strategies and Performance</i> |      |
| M.S.  | Virginia Tech, Pamplin College of Business   | 2011 |
|       | Major: Hospitality and Tourism Management  |      |
|       | Thesis: <i>Economic Sentiment Indicator as a Demand Determinant in Tourism: A Case of Turkey</i>     |      |
| B.S.  | UNLV, Lee Business School, Department of Finance   | 2008 |
|       | Major: Business Administration/ Finance  |      |

## TEACHING EXPERIENCE

UCF, Rosen College of Hospitality Management

2015-Current

- Assistant Professor

*HFT4295 Leadership and Strategic Management (Online, Mixed and Traditional)*

This course focuses on key issues in formulating and implementing strategies to create and sustain competitive advantage. Strategic management deals with the world of experience, as a future manager, our students' primary responsibility will be to diagnose the critical factors in complex business situations and find workable solutions to strategic and organizational problems.

*HFT4468 Revenue Management in the Hosp. Ind. (Online and Mixed) (Undergraduate)*

The goal of this course is to expose undergraduate students to fundamental revenue management practices and techniques with the purpose of preparing them to evaluate and recommend revenue management strategies. We take a marketing - customer-centric - approach but explore RM from various traditional academic perspectives, including economics, pricing, forecasting, consumer behavior, accounting, finance, and human resources.

*HFT3444 Hospitality Information systems (Online and Mixed) (Undergraduate)*

This course is designed to cover topics related to information system applications in the hospitality industry. The integration of technology systems into the operation, marketing and management efforts of hospitality and tourism organizations is an important key to success. This integration requires that technology and the overall organizational mission/goals are coordinated to achieve the desired effectiveness.

Virginia Tech, Pamplin Business College

2009-2014

- Instructor

*MGT4394 Business Policy and Strategy (Multiple Semesters) (Undergraduate)*

Business policy and strategy deals with decisions that fundamentally influence the direction of the organization and effective implementation of the direction chosen. Business policy and strategy addresses strategic positioning, resources and capabilities and organizational structure of the organization to create, capture and sustain competitive advantage.

*HTM2464 Intro to Service (Online) (Undergraduate)*

This course focuses on the overview of the service industry, history, current status, and future trends; emphasizes the unique characteristics and operations of service organizations.

- Guest Instructor:

Financial Management for the Hospitality Industry  
Business Policy and Strategy

(Masters)  
(Undergraduate)

- Teaching Assistant:

Financial Management for the Hospitality Industry	(Masters)
Contemporary Problems in Hospitality Industry	(Masters)
Competitive Strategies in Hospitality Industry	(Masters)
Hospitality Revenue Management	(Undergraduate)
Financial Management and Cost Control for Hospitality Organizations	(Undergraduate)
Business Policy and Strategy	(Undergraduate)

Virginia Tech, College of Science, Department of Economics 2008-2009

- Teaching Assistant:

Principles of Economics	(Undergraduate)
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### **HONORS and AWARDS**

- Michael D. Olsen Memorial Graduate Fellowship in strategic management and finance, Virginia Tech, 2014 (\$2,886)
- Pamplin College of Business PhD Scholarship, Virginia Tech, 2014 (\$2,000)
- The best paper Award. **Altin, M.** Prebensen, N. & Uysal, M. (2013). Length of Stay Using a Truncated Negative Binomial Regression. The Annual ICHRIE Summer Conference – July 24-27 2013, St. Louis, MO.
- Virginia Tech, Department of Hospitality and Tourism Management Travel Fund, July 2013 (\$1,000)
- Graduate Student Assembly Travel Fund Cycle II, Virginia Tech 2012 (\$320)
- Department of Hospitality and Tourism Management Travel Fund, Virginia Tech 2012 (\$500)
- Customer Excellency Award, Las Vegas Chamber of Commerce

### **GRANTS**

- **Principal Investigator**, *Institutional economics and firm birth and death in the hospitality and tourism industry: comparative case of USA*, Rosen College of Hospitality Management In-House Research grant funded \$2,500 2016-2017 academic year
- **Co-Principal Investigator**, Karen L. Smith Faculty Center for Teaching and Learning, 2016 Summer Faculty Development Conference Presentation and Workshop Grant at University of

Central Florida. *Topic: Integrative Learning beyond Curriculum: Opportunities to Connect for the “Real World”*. May, 9-12 2016. Total Grant Amount: \$3,200.

- **Principal Investigator**, *Economic Freedom and Firm Birth in Hospitality and Tourism Sector*, Rosen College of Hospitality Management In-House Research grant funded \$2,500 2015-2016 academic year.

## **RESEARCH AND SCHOLARLY ACTIVITIES**

### **Refereed Journal Publications**

- **Altin, M.**, Schwartz, Z. Uysal, M. (Accepted). Where you do it” matters: The impact of hotels’ revenue-management implementation strategies on performance. *International Journal of Hospitality Management*. (SSCI)
- **Altin, M.**, Uysal, M., Schwartz, Z. (Accepted). Revenue management outsourcing: A hybrid model of transaction cost economics and organizational capability. *Cornell Hospitality Quarterly*. (SSCI)
- Okumus, F., Koseoglu, M.A., Morvillo, A., **Altin, M.** (Accepted) Scientific Progress on Strategic Management in Hospitality and Tourism: A State-of-the-Art. *Tourism Review*. doi: 10.1108/TR-03-2017-00
- **Altin, M.** (2017) Taxonomy of Hotel Revenue Management Implementation Strategies. *Journal of Revenue & Pricing Management*. doi:10.1057/s41272-017-0077-1
- Kizildag, M., **Altin, M.**, Ozdemir O., Demirer, I. (2017). What Do We Know About Social Media and Firms’ Financial Outcomes So Far? *Journal of Hospitality and Tourism Technology*. doi:10.1108/JHTT-10-2016-0074
- **Altin, M.**, Memili, E., & Sönmez, S. (2017). Institutional economics and firm creation in the hospitality and tourism industry: A comparative analysis of developing and developed economies. *Tourism Economics*. doi:10.1177/1354816617689869 (SSCI)
- Schwartz, Z., **Altin, M.**, & Singal, M. (2016) *Performance measures for strategic revenue management: RevPAR versus GOPPAR*. *Journal of Pricing and Revenue Management*. doi:10.1057/rpm.2016.23
- **Altin M.**, Kizildag M., Ozdemir O. (2016) Corporate Governance, Ownership and Credit Ratings of Hospitality Firms. *The Journal of Hospitality Financial Management*, 24(1), 5-19. doi:10.1080/10913211.2016.1166022
- Schwartz, Z., Uysal, M., Webb, T., **Altin, M.** (2016). Hotel daily occupancy forecasting with competitive sets: a recursive algorithm. *International Journal of Contemporary Hospitality Management*, 28(2), 267-285. doi:10.1108/IJCHM-10-2014-0507 (SSCI)

- Prebensen, N. K., **Altin, M.**, & Uysal, M. (2015). Length of Stay: A Case of Northern Norway. *Scandinavian Journal of Hospitality and Tourism*, 15(sup1), 28-47. doi:10.1080/15022250.2015.1063795 (SSCI)
- **Altin, M.**, & Uysal, M. (2014). Economic sentiment indicator as a demand determinant. *Tourism Analysis*, 19(5), 581-597. doi:10.3727/108354214X14116690097855

### **Manuscripts under review**

- **Altin, M.**, Koseoglu, M., Yu, X., Riasi, A. (First revision). Performance measurement and management in hospitality and tourism. *International Journal of Contemporary Hospitality Management*
- **Altin, M.**, Kizildag, M., Bufquin, D. (First revision). An empirical investigation on loan applications and fear of rejection in the food service industry. *Journal of Foodservice Business Research*

### **Work in Progress**

- **Altin, M.** (In Progress) Staying ahead of the competition: Sustaining the performance. (Target – *International Journal of Contemporary Hospitality Management*)
- **Altin, M.** (In Progress) Firm birth and deaths in hospitality industry and influence of state regulations. (Target - *International Journal of Hospitality and Tourism Research*)
- **Altin, M.** (In Progress) How changes in revenue implementation strategies effect performance outcome: difference in differences analysis (Target - *Journal of Pricing and Revenue Management*)
- **Altin, M.** (In Progress). Investigating loan application, approval and cost determinants in small hospitality firms. (Target – *Cornell Hospitality Quarterly*)
- Koseoglu, M., **Altin, M.** (In Progress) Market orientation and competitive intensity. (Target – *Tourism Management*)

### **Publications in Refereed Proceedings and Conferences**

- **Altin M.** (2017). *Factors effecting the firm birth and death in the US: Institutional economics perspective*. Paper presented at 9th World Conference for Graduate Research in Tourism, Hospitality & Leisure – April 20, 2017, Cartagena, Spain.

- **Altin, M.** Schwartz, Z., Uysal, M. (2016). *An Examination of the Link between Revenue Management Implementation and Performance*. Paper presented at The Annual International CHRIE Summer Conference & Marketplace – July 20-22 2016, Dallas, TX.
- **Altin, M.**, Memili, S., Sonmez, S. (2016) *Institutional Economics and Firm Creation in the Hospitality and Tourism Industries: Comparative Analysis of Developing and Developed Economies*. Paper presented at Touravel/Tourism, Travel and Leisure Studies Conference – July 1-2 2016, Istanbul, Turkey.
- Kizildag, M. Ozdemir, O. **Altin, M.** (2015) *Pricing and stochastic volatility modelling of REITs*. Paper presented at the iAHFME (International Association of Hospitality Financial Management Education) research symposium – Nov 7 2015, New York, NY.
- **Altin, M.**, Webb, T. Schwartz, Z. (2015). *Investigating loan application, approval and cost determinants in small hospitality firms*. Paper presented at the 20th Annual Graduate Student Research Conference in Hospitality and Tourism - January 8-10, 2015, Tampa, Florida.
- Webb, T., **Altin, M.** Xiang, Z. (2015). *A Proposed Model for Customer Lifetime Value in Hotel Segments*. Paper presented at the 20th Annual Graduate Student Research Conference in Hospitality and Tourism - January 8-10, 2015, Tampa, Florida.
- **Altin, M.** (2014). *Economic Freedom, Ease of Doing Business and Entrepreneurship in Hospitality and Tourism Sector*. Paper presented for Oral Presentations at the 7<sup>th</sup> World Conference for Graduate Research in Tourism, and Hospitality and Leisure – June 3-8 2014, Istanbul Turkey.
- **Altin, M.** (2014). *Corporate Governance, Institutional Ownership and Credit Ratings*. Paper presented for Oral Presentations at the 7<sup>th</sup> World Conference for Graduate Research in Tourism, and Hospitality and Leisure – June 3-8 2014, Istanbul Turkey.
- **Altin, M.**, Singal, M., & Schwartz, Z. (2014). *REVPAR versus GOPPAR: An analysis of strategic revenue management practices*. Paper accepted at the World Hospitality & Tourism Forum at Seoul, June 26-28, 2014. This paper received a merit grant.
- **Altin, M.**, Singal, M., & Schwartz Z. (2014). *Strategic revenue management practices*. Paper presented at the Annual Tourism Research Forum held in Israel, February, 2014.
- **Altin, M.** Prebensen, N. & Uysal, M. (2013). *Length of Stay Using a Truncated Negative Binomial Regression*. Paper presented for Oral Presentation at The Annual International CHRIE Summer Conference & Marketplace – July 24-27 2013, St. Louis, MO.
- **Altin, M.** (2013). *Effect of Corporate Governance Provisions on Firm's Credit Rating in Hospitality Industry*. Paper presented for Poster Presentation to The Annual International CHRIE Summer Conference & Marketplace – July 24-27 2013, St. Louis, MO.

- **Altin, M.** & Uysal, M. (2012). *Economic Sentiment in Destination Demand Management*. Paper presented for Oral Presentation at the 2012 TTRA (Travel and Tourism Research Association) International Annual Conference – June 17-19, 2012, Virginia Beach, VA.
- Kantarci, K., Uysal, M., & **Altin, M.** (2012). *The Perceived Impact of Nuclear Plant (NP) on a Tourism Destination: A Case of Mersin*. Paper presented for Oral Presentation at the 2012 TTRA (Travel and Tourism Research Association) International Annual Conference – June 17-19, 2012, Virginia Beach, VA.
- **Altin, M.** (2011). *Economic Sentiment Indicator as a Demand Determinant in Tourism: A Case of Turkey*. (Master's Thesis), Virginia Tech, Blacksburg, VA.
- McCleary, K., & **Altin, M.** (2011). *The Use of Social Media in Marketing Wineries and Winery Tourism Destinations*. Paper presented at the Conference on Social Media in Hospitality and Tourism October 21-22 2011 Verona, Italy.
- **Altin, M.**, Singal, M., & Kara, D. (2011). *Consumer Decision Components for Medical Tourism: A Stakeholder Approach* Paper presented at the 16th Graduate Student Research Conference In Hospitality And Tourism January 6-8, 2011, Houston, TX.
- **Altin, M.**, & Uysal, M. (2011). *Economic Sentiment Indicator as a Demand Determinant in Tourism: A Case of Turkey*. Poster presented at the 16th Graduate Student Research Conference In Hospitality And Tourism, January 6-8, 2011, Houston, TX.

### **Other academic publications**

- **Altin, M.**, Uysal, M. (2017). Supply and Demand (overview of concepts and how they are used in tourism policy, planning, and development). *The Sage International Encyclopedia of Travel and Tourism*.
- Uysal, M., **Altin, M.** (2017). Quantitative Tourism Research (brief overview of techniques & utility). *The Sage International Encyclopedia of Travel and Tourism*.

### **PROFESSIONAL EXPERIENCE**

Assistant Professor 2015–Present  
*University of Central Florida, Rosen College, Orlando, FL*

- Develop, teach and research on Leadership and Strategic Management, Revenue Management and Hospitality Information Systems. Member of multiple college and department committees.

Instructor/Teaching Assistant 2008–2015  
*Virginia Tech -Blacksburg, VA*

- Taught capstone Business Policy and Strategy, Finance and Intro to Service courses. I was a member of several University and college level committees in addition to cabinet membership of Graduate Student Assembly.

Guest Services Relations 2009-2010  
*Inn at Virginia Tech, Blacksburg, VA*

- Front desk operations and guest relations

Real Estate Agent and Investor 1997–2008  
*Liberty Realty and Asya LLC, Las Vegas, NV*

- Owned and Operated multiple businesses including Asya LLC, performed extensive research for clients, and identified properties that would suit their real estate needs. Provided world-class customer service and helped clients to make their financial investment decisions. Learned and practiced Real estate related laws and regulations, researched and ventured in investment opportunities.

Assistant Manager 1996-1997  
*Italian Pie, New Orleans, LA*

- Pizza shop and Turkish restaurant

Aviation system technician 1989-1996  
*Turkish Aviation Administration, Ankara, Turkey*

- Maintenance and installation of aviation related systems

Assistant General Manager 1987-1990  
*Altin vacation camping grounds*

- Family owned and operated facilities including rental of camping grounds, beach activities, a restaurant and entertainment facility.

## **SERVICES AND INVOLVEMENT**

### **Service to the Academic Profession**

- **Editorial Board Member**

Journal of Hospitality and tourism Insights

- **Ad Hoc Reviewer**

Tourism Management

International Journal of Contemporary Hospitality Management

International Journal of Hospitality Management

Journal of Hospitality Marketing and Management

Anatolia

Tourism Analysis



Tourism Geographies  
 Journal of Hospitality and tourism Research  
 Journal of Hospitality and Tourism Technology  
 Service Industries Journal

• **Conference Paper Reviewer**

ICHRIE (International Council on Hotel, Restaurant and Institutional Education)  
 APTA (Asia Pacific Tourism Association)  
 Graduate Student Research Conference in Hospitality and Tourism  
 GSA Research Symposium Invent the Future  
 GLOSERV (Global Conference on Services Management)  
 5<sup>th</sup> Interdisciplinary Tourism Research Conference  
 4th International Conference on Events (ICE)

• **Conference Committees, Chair, and Session Moderator**

4th International Conference on Events (ICE) Scientific Committee	2017
Hotelconference.org Scientific Committee	2017
9th World Conference for Graduate Research in Tourism, Hospitality & Leisure	2017
4th World Research Summit for Tourism and Hospitality Scientific committee	2017
GLOSERV (Global Conference on Services Management) Scientific committee	2017
GLOSERV (Global Conference on Services Management) Paper review committee	2017
7th World Conference for Graduate Research in Tourism, Hospitality and Leisure	2014

**University Related Services**

University of Central Florida

Presented a research paper at the Rosen Research Colloquium	2017
College Undergraduate Policy and Curriculum Committee	2016-2017
College International Relations Committee	2016-2017
College Graduate Policy and Curriculum Committee	2016-2017
College Instructor/Lecturer Promotion Committee for two instructors	2016-2017
College Finance and Budgets Committee	2015-2016
College UPCC (Undergraduate policy and curriculum) committee	2015-2016

Virginia Tech

HTM Graduate Curriculum Committee	2013-2014
Commission on Graduate Studies and Policies	2012-2013
Graduate Appeals Committee	2012-2013
Cabinet Member of Virginia Tech Graduate Student Assembly	2012-2013
Cabinet Member of Virginia Tech Graduate Student Assembly	2011-2012

**Industry Related and Other Services**

- Member RevME (Revenue Management and Education) workshop series 2015-Current
- Board Member- University of South Florida Hotel Benchmarking Index (USF HBI) Advisory Board 2015-Current
- Member, International Council on Hotel, Restaurant and Institutional Education (ICHRIE) 2013-Current
- Member, Association of Hospitality Financial Management Education (AHFME), 2013-Current
- Member, American Finance Association 2012-Current
- MENSA, Member Involved in the activities and meetings
- Member, HFTP (Hospitality Financial and Technology Professionals) 2016-Current
- Judge, GSA Research Symposium Invent the Future

**PROFESSIONAL DEVELOPMENT**

WAC (Writing Across Curriculum) 2016

Summer Faculty Development Conference Presentation and Workshop. Integrative Learning beyond Curriculum: Opportunities to Connect for the “Real World”. Karen L. Smith Faculty Center for Teaching and Learning, UCF. 2016

Online Teaching Training (IDL6543)–Center for Distributed Learning (CDL) 2015

Certified in CHIA (Certification in Hotel Industry Analytics) 2014